

NOV 18 1924 /

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FORBIDDEN PARADISE

Photoplay in 8 reels ✓

✓ From the Play "The Czarina"
Melchior

by Lajos Biro and ~~Mengher~~ Lengyel ✓

✓ Screen play by Agnes ~~Johnston~~ Johnston and Hans Kraly ✓

Author of the photoplay (under section 62)
Famous Players Lasky Corporation of U.S. ✓

NOV 18 1924

PARAMOUNT

PRESS

Adolph Zukor and Lasky present
POLA NEGRI
An ERNST LUBITSCH Production
"FORBIDDEN PARADISE"
with Rod La Rocque, Adolphe Menjou, Pauline Starke
From the play "The Czarina" by Lajos Biro and Menyhert Lengyel
Screen play by Agnes Christine Johnston and Hans Kraly
A Paramount Picture

PURPOSE: To Help You Sell the Picture

POLA NEGRI IN "FORBIDDEN PARADISE" BY ERNST LUBITSCH, IS A

©CIL 20776



Pola Negri
IN AN
ERNST LUBITSCH
PRODUCTION
"FORBIDDEN PARADISE"
WITH
ROD LA ROCQUE
ADOLPHE MENJOU
PAULINE STARKE
PRESENTED BY ADOLPH ZUKOR
AND JESSE LASKY
A Paramount Picture

OTHER FEATURES HERE

POLA was never such a fascinating love-actress as in "Forbidden Paradise," the story of an empress who was mighty in love. The first Negri picture made in America by the director of "Passion."

From the play "The Czarina" by Lajos Biro and Menyhert Lengyel—Screen play by Agnes Christine Johnston and Hans Kraly

Two-column Supplementary Press Ad 2ASX

Brief Picture Facts

Star

POLA NEGRI. And, after all, there's only one Pola!

Producer

Ernst Lubitsch—a Lubitsch tremendously superior to the young director who startled the world with "Passion." He has made in "Forbidden Paradise" a picture which surpasses anything he ever did in Europe and which is well up and beyond "The Marriage Circle." And that's real praise!

Authors

Lajos Biro and Menyhert Lengyel, whose stage play, "The Czarina," from which the picture was adapted, was a great success on Broadway. Doris Keane had the lead.

Scenarists

Agnes Christine Johnston and Hans Kraly. Miss Johnston adapted "The Female," "Barbara Fritchie" and others to the screen, while Kraly was scenarist for Lubitsch before the latter came to America.

Cameraman

C. J. Von Eger, Lubitsch's regular photographer.

Type of Story

A drama of an unnamed kingdom in the Balkan country. Humor, tragedy, drama, love, intrigue—they are all packed into "Forbidden Paradise" by a master hand.

Box-Office Value

Pola! Lubitsch! Result—"Forbidden Paradise," their first American-made screen production. And to take Lubitsch's own word for it: "For a long time I had 'Forbidden Paradise' (that is 'The Czarina') in mind for Pola Negri. I think it is the best story she has ever been given to interpret." And he ought to know!

Big Scenes

The revolution and march of the troops upon the capital where the Czarina, unsuspecting, thinks only of her love affairs, is a gripping sequence.

The Czarina's discovery that she is no longer a ruler but a sup-

Pola, Queen of Queen in New Famous

Another Great Negri Triumph by the "Passion" and "The Marriage Circle" Rocque, Adolphe Menjou and Starke Featured in Strong

THE empress of emotions has come into her own!
Today Pola Negri's American-made Paramount picture office in the land.

And now comes the greatest Negri triumph of them all. Ernst Lubitsch, the very director who first discovered her flame.

Here is Pola displaying all the fire and seductiveness that lavishly gowned and splendidly supported in a fine story of

"Forbidden Paradise" is an adaptation by Agnes Christine Johnston of the play, "The Czarina," by Lajos Biro and Menyhert Lengyel. It grounds a small Balkan kingdom during the reign of a beautiful Czarina—such is Pola's role. She rules with an iron love for her people—and finds relaxation from the heavy crown.

ROD LA ROCQUE, Adolphe Menjou and Pauline Starke featured roles.

La Rocque has a role which is by far the best he has yet whether ragged or bright with new gilt, to the manner born.

The finesse of Mr. Menjou, as the chancellor, is superlative. In every path, where a slight mistake will lead to disaster among the people, Menjou has created in this character one which will long be of interesting people.

Miss Starke, as the wistful Anna, presents a delightful contrast to the fiery Pola beggars description. Her quiet beauty is the Czarina.

The rest of the players are equally well cast.

Story

POLA, as the Czarina, rules over a small European kingdom. She has an iron will, meeting all the intrigues of the court with masterful assurance. Underneath it all, however, she is a woman, tempestuous, elemental.

Adolphe Menjou, as the Chancellor, is her faithful ally. Rod La Rocque, as Alexei, is a young officer in the army at the front. He discovers a plot to overthrow the Czarina and rides three horses to death to warn her. The conspirators are quickly sent to prison. As for Alexei, his youth, his strength and good looks appeal to the queen, and she rewards him with her favor and advancement. Weeks pass. Alexei's star is in

THE PLAYERS

The Czarina	POLA NEGRI
Alexei	Rod La Rocque
Chancellor	Adolphe Menjou
Anna	Pauline Starke
French Ambassador	Fred Malatesta
General	Nick De Ruiz
Lady-in-Waiting	Mme. D'Aumery

Rumors reach him that the Czarina has been untrue to him and maddened by the thought he joins in a conspiracy against her.

Later, when the Chancellor informs the queen that he has discovered a plot against her, she is implicated.

AMOUNT

SHEET

Adolph Zukor
L. Lasky present
PO
NEGRI
in ERNST LUBITSCH Production
"FORBIDDEN PARADISE"
With Rod La Rocque
From the play
and the Czarina" by Lajos Biro
and Menyhert Lengyel
Screen play by Agnes
Christine Johnston and Hans Kraly
A Paramount Picture

E: To Help Sell the Picture to the Public.

"FORBIDDEN PARADISE", PRODUCED CH, IS A RICH BOX OFFICE PLUM

n of in her army
New Famous 40 Picture

Negri Triumph by the Man Who Made
"The Marriage Circle"—Rod La
dolphe Menjou and Pauline
Featured in Strong Cast

has come into her own!
American-made Paramount pictures are solid gold at any box-

atest Negri triumph of them all. Negri again directed by
actor who first discovered her genius and first brought it to full

all the fire and seductiveness that made her famous; a Negri
ly supported in a fine story of regal romance and intrigue.

an adaptation by Agnes Christine Johnston and Hans Kraly
by Lajos Biro and Menyhert Lengyel. It has for its back-
om during the reign of a beautiful, brilliant, far-sighted and
role. She rules with an iron hand, tempered with justice and
ds relaxation from the heavy cares of state in love making.

lphe Menjou and Pauline Starke head the supporting cast in

nich is by far the best he has yet portrayed. He wears uniforms,
h new gilt, to the manner born. He makes a very dashing hero.

jou, as the chancellor, is superb. Always treading upon slip-
stake will lead to disaster among the labyrinths of court intrigue,
character one which will long be-remembered among his gallery

ful Anna, presents a delightful characterization. Her contrast
escription. Her quiet beauty acts as a splendid foil for the

are equally well cast.

THE PLAYERS

The Czarina... POLA NEGRI
Alexei... Rod La Rocque
Chancellor... Adolphe Menjou
Anna... Pauline Starke
French Ambassador,
Fred Malatesta
General... Nick De Ruiz
Lady-in-Waiting
Mme. D'Aumery

Cast

oughly scared, Alexei admits the
plot but assures the queen that no
harm will come to her. Both are
surprised when the Chancellor
comes marching in at the head of
the Czarina's private guards and
announces that he has crushed the
revolt and arrested the chief con-
spirators. The Czarina orders him
to arrest Alexei also.

During the days that follow the
Czarina is irritable, unhappy, rest-
less. Alexei is still very dear to
her and she cannot find it in her
heart to sign his death warrant.
The crafty Chancellor, under-
standing her mood, introduces to
her the young and charming
French ambassador who is eager

Rumors reach him that the
Czarina has been untrue to him,
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joins in a conspiracy against her.

Later, when the Chancellor in-
forms the queen that he has dis-
covered a plot against her in

AN ERNST LUBITSCH
PRODUCTION
A Paramount Picture

"FORBIDDEN PARADISE"

THE genius of Pola
Negri flames to the
fullest in this sensational
drama of royalty's secret
loves. Not since "Passion"
has Pola had such a great
role. And the support is
gilt-edged.

From the play
"The Czarina" by
Lajos Biro and
Menyhert Lengyel
—Screen play by
Agnes Christine
Johnston and Hans
Kraly.

THEATRE NAME

Two-column Supplementary Press Ad 2AS

Negri-Lubitsch Paramount Film

"Forbidden Paradise" New
Famous 40 Production

(Synopsis Story)

FORBIDDEN Paradise," due
at the Theatre for
a run of days next
is the first American-made Para-
mount production starring Pola
Negri to be directed by Ernst Lu-
bitsch who made "Passion," "The
Marriage Circle," etc., and who
was the first to discover the real
genius of the fiery Pola.

The story is an adaptation by
Agnes Christine Johnston and
Hans Kraly of the popular stage
success, "The Czarina," by Lajos
Biro and Menyhert Lengyel.

As the Czarina, ruler of a small
Balkan kingdom with no will save
her own to question her acts, Pola
amuses herself by a series of af-
fairs with the men of her court.

Discontent grows among the offi-
cers of her army and the seeds of
rebellion are discovered by a
young officer. This role is played
by Rod La Rocque. Refusing
to join the rebellion, La Rocque
escapes a plot to kill him and
rides three horses to death in
an effort to reach the capital and
warn the queen he adores.

On his arrival at the castle, he is

PUTTING IT OVER RIGHT

If there's anything that's going
to put "Forbidden Paradise"
over right for Paramount exhibi-
tors, it's the names of Pola Negri
and Ernst Lubitsch. You might
simply tell the fans that it's a Ne-
gri-Lubitsch Paramount produc-
tion and let it go at that. They
will never forget "Passion,"
which these two created.

—and "Forbidden Paradise" is
Lubitsch's first production with
Pola as star to be made in this
country. Tell them that!

All sorts of teaser ideas along the
line "Are you living in a FORBID-
DEN PARADISE?" Where is
FORBIDDEN PARADISE?" etc.,
etc.

Get your lobby up as a veritable
garden spot of flowers, grass,
shrubs, etc. "Here you can enter
FORBIDDEN PARADISE with
no qualms of conscience and en-
joy yourself to the utmost."

Another idea along the same line
—a garden wall across your entire
front, with "iron" gates, over
which an arch—FORBIDDEN
PARADISE."

Prizes for the best humorous
cartoons bearing the title of the

OTHER
FEATURES
HERE

POLA was never such a fascinating love-actress as in "Forbidden Paradise," the story of an empress who was mighty in love. The first Negri picture made in America by the director of "Passion."

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Big Scenes

The revolution and march of the troops upon the capital where the Czarina, unsuspecting, thinks only of her love affairs, is a gripping sequence.

The Czarina's discovery that she is no longer a ruler but a suppliant for her life. These episodes give Pola a chance which has seldom been equalled in her entire lengthy career.

And then the great smash-climax where Pola falls for the French Ambassador and La Rocque, as Alexei, goes into the discard. He and Anna, the Czarina's first lady-in-waiting, are reunited.

All the love scenes between La Rocque and Pola. The star's gowns were never more elaborate or more beautiful than in this picture. La Rocque's heart-breaking ride from the front to warn his sovereign of a plot against her life. The great banquet scene is a wow!

To Pep Up Your Program

NEGRI—Lubitsch, the same pair that made "Passion" such a success, bring another great triumph to the screen in "Forbidden Paradise."

Pola as the queen of a little Balkan kingdom—ruler of the hearts of men.

"Forbidden Paradise"—land of delightful entertainment.

Directed by the man who made "The Marriage Circle."

Pola Negri's second production of Paramount's Famous 40. ("Lily of the Dust" was the first.)

Romance in a royal setting, with the screen's foremost emotion-actress in her greatest role.

Pola! Lubitsch! Paramount! with Rod La Rocque, Adolphe Menjou, Pauline Starke in the all-star cast. What a picture!

The first American-made Negri-Lubitsch Paramount production. The lady of love at her loveliest.

Rocque, Adolphe Menjou Starke Featured in Stro

THE empress of emotions has come into her own! Today Pola Negri's American-made Paramount picture office in the land.

And now comes the greatest Negri triumph of them Ernst Lubitsch, the very director who first discovered her flame.

Here is Pola displaying all the fire and seductiveness lavishly gowned and splendidly supported in a fine story of

"Forbidden Paradise" is an adaptation by Agnes Christine Johnston and Menyhert Lengyel of the play, "The Czarina," by Lajos Biro and Menyhert Lengyel. It tells the story of a beautiful girl who found a small Balkan kingdom during the reign of a beautiful Czarina—such is Pola's role. She rules with an iron love for her people—and finds relaxation from the heavy

ROD LA ROCQUE, Adolphe Menjou and Pauline Starke featured roles.

La Rocque has a role which is by far the best he has yet played, whether ragged or bright with new gilt, to the manner born.

The finesse of Mr. Menjou, as the chancellor, is superb. The pathos of Mr. Menjou, as the emperor, is superb. The pathos of Mr. Menjou, as the emperor, is superb. The pathos of Mr. Menjou, as the emperor, is superb.

Miss Starke, as the wistful Anna, presents a delightful contrast to the fiery Pola beggars description. Her quiet beauty is a great asset.

The rest of the players are equally well cast.

Story

POLA, as the Czarina, rules over a small European kingdom. She has an iron will, meeting all the intrigues of the court with masterful assurance. Underneath it all, however, she is a woman, tempestuous, elemental.

Adolphe Menjou, as the Chancellor, is her faithful ally. Rod La Rocque, as Alexei, is a young officer in the army at the front. He discovers a plot to overthrow the Czarina and rides three horses to death to warn her. The conspirators are quickly sent to prison. As for Alexei, his youth, his strength and good looks appeal to the queen, and she rewards him with her favor and advancement.

Weeks pass. Alexei's star is in its zenith. He has cast aside his betrothed, Anna, first lady-in-waiting to the Czarina, and is basking in the sunshine of his queen's love. Nevertheless, Alexei suffers. He is ambitious to become a figure in governmental affairs, but the Czarina laughs at his aspirations. She wants him to amuse her, help her forget the cares of her position. Alexei resents this—he realizes she is the complete master, and he but a plaything, a servant.

THE PLAYERS	
The Czarina	POLA NEGRI
Alexei	Rod La Rocque
Chancellor	Adolphe Menjou
Anna	Pauline Starke
French Ambassador	Fred Malatesta
General	Nick De Ruiz
Lady-in-Waiting	Mme. D'Aumery

Rumors reach him that the Czarina has been untrue to him and maddened by the thought of a conspiracy against her.

Later, when the Chancellor informs the queen that he has discovered a plot against her, which Alexei is implicated, she refuses to believe him. Furthermore, she thinks that the Chancellor is trying to take advantage of her jealousy to get his Alexei out of the way.

The Chancellor leaves—and the Czarina sends for Alexei. She pleads, sobbing that she loves only him. Suddenly from the courtyard below the ominous sound of a drum in full swing. The

Pola in "Forbidden

(Synopsis Story)

WHERE are all the screen fans in going? Why to "Forbidden Paradise," of course. It's Pola Negri's latest Paramount picture, an Ernst Lubitsch production featuring Rod La Rocque, Adolphe Menjou and Pauline Starke in principal roles.

The story, adapted by Agnes Christine Johnston and Hans Kraly from the stage play, "The Czarina," by Lajos Biro and Menyhert Lengyel, is one of Pola, as the Czarina, who rules over a kingdom in the heart of the Balkans. She has a quick eye for a handsome man and a number of the officers in her court and army have received signal marks of her favor. Adolphe Menjou, who plays the role of chancellor, understands his queen's failings quite well. In the game of government, he uses his knowledge to advantage.

Along the frontiers of the kingdom, the field grows restless under the rule of a queen who pays more attention to games than government. A rebellion is fomented. Alexei (La Rocque), a young man still loyal to his queen, refuses to join the narrow escape of a plot to kill him.

He rides three horses to death on a mission to warn the queen. Arriving exhausted, he finds the queen in a state of shock.

his report, the Czarina is shocked. Alexei is a young man who is devoted to the Czarina's devoted lover.

Suddenly he discovers that the queen has shared the queen's loathing, his formidable powers for mercy are gone, and he tells her of the plot.

The court is in a state of confusion. The battle of wits is still standing. Alexei is startled to hear the shouts of "Long live the Czarina!"

The story of sudden change with Alexei, the forms one of the

Menjou and Pauline
ed in Strong Cast

her own!

Paramount pictures are solid gold at any box-

triumph of them all. Negri again directed by

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PLAYERS	
The Czarina	.. POLA NEGRI
Alexei.....	.. Rod La Rocque
Chancellor	.. Adolphe Menjou
Anna.....	.. Pauline Starke
French Em	.. Ambassador,
General...	.. Fred Malatesta
Lady-in-W	.. Nick De Ruiz
	.. waiting
	.. Mme. D'Aumery

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Later, when the Chancellor in- covered a p which Alexei refuses to be more, she th cellor is tryi of her jealous out of the w

The Chan- Czarina send all woman— she loves o from the co comes an conspiracy is

Forbidden Paradise
(Synopsis Story)

his report, the queen is struck with his dashing air and his devotion. She determines to make him love her.

Alexei is already in love with Anna (Pauline Starke), a young lady in waiting. When first he realizes the queen is offering her love to him, he remembers Anna. Then, swept off his feet, he succumbs to the Czarina's practiced attack. For a time he is her devoted lover.

Suddenly he discovers that there are a number of others in the court who, at one time or another, have shared the queen's favors. Revulsion sets in and in furious loathing, he heads the revolution, now grown to formidable proportions. He spurns the Czarina's prayers for mercy and, with the revolutionaries at the palace gates, tells her she must pay for her infidelities.

The court chancellor now takes a hand and wages a battle of wits with the mutinous troops. While Alexei is still standing above the suppliant queen, they are startled to hear the cries of rage without change to shouts of "Long live the Czarina!"

The story of how the chancellor accomplishes the sudden change and the queen's subsequent dealings with Alexei, the man whom she both loves and hates, forms one of the most fascinating ever screened.

THE genius of Pola Negri flames to the fullest in this sensational drama of royalty's secret loves. Not since "Passion" has Pola had such a great role. And the support is gilt-edged.

From the play "The Czarina" by Lajos Biro and Menyhert Lengyel —Screen play by Agnes Christine Johnston and Hans Kraly.

THEATRE NAME

Two-column Supplementary Press Ad 2AS

Negri-Lubitsch Paramount Film

"Forbidden Paradise" New Famous 40 Production

(Synopsis Story)
FORBIDDEN Paradise," due at the Theatre for (run of days next is the first American-made Paramount production starring Pola Negri to be directed by Ernst Lubitsch who made "Passion," "The Marriage Circle," etc., and who was the first to discover the real genius of the fiery Pola.

The story is an adaptation by Agnes Christine Johnston and Hans Kraly of the popular stage success, "The Czarina," by Lajos Biro and Menyhert Lengyel.

As the Czarina, ruler of a small Balkan kingdom with no will save her own to question her acts, Pola amuses herself by a series of affairs with the men of her court.

Discontent grows among the officers of her army and the seeds of rebellion are discovered by a young officer. This role is played by Rod La Rocque. Refusing to join the rebellion, La Rocque escapes a plot to kill him and rides three horses to death in an effort to reach the capital and warn the queen he adores.

On his arrival at the castle, he is frustrated in his attempt to see the queen by the chancellor, played by Adolphe Menjou. The queen hears the noise and comes out to see what is wrong. She is immediately attracted by the handsome officer who shows, so plainly, the effects of his devotion to herself. Under the guise of queenly interest in his story, she begins to play the arts which are old as the first woman in her efforts to lead him into infatuation.

Dazzled, La Rocque is torn between love for the queen and love for Anna, a lady-in-waiting played by Pauline Starke.

For a time the queen's arts win, but, eventually, La Rocque discovers that several other young men at court have shared the queen's favors. Maddened with shame, he joins the revolutionaries and seeks to destroy the throne he once supported so ardently.

At this point in the story there begins a battle of wits between Menjou, as the chancellor, and the rebellious army leaders which creates tremendous suspense.

The tottering throne with an indignant queen on one hand and on the other the advancing army, angered to the point of rebellion, form the basis upon which a love story is founded which surpasses anything Pola Negri has yet portrayed.

PUTTING IT OVER RIGHT

If there's anything that's going to put "Forbidden Paradise" over right for Paramount exhibitors, it's the names of Pola Negri and Ernst Lubitsch. You might simply tell the fans that it's a Negri-Lubitsch Paramount production and let it go at that. They will never forget "Passion," which these two created.

—and "Forbidden Paradise" is Lubitsch's first production with Pola as star to be made in this country. Tell them that!

All sorts of teaser ideas along the line "Are you living in a FORBIDDEN PARADISE?" Where is FORBIDDEN PARADISE?" etc., etc.

Get your lobby up as a veritable garden spot of flowers, grass, shrubs, etc. "Here you can enter FORBIDDEN PARADISE with no qualms of conscience and enjoy yourself to the utmost."

Another idea along the same line—a garden wall across your entire front, with "iron" gates, over which an arch—FORBIDDEN PARADISE."

Prizes for the best humorous cartoons bearing the title of the picture, not supposed to have any connection with the story. An example might be given of a small boy having a feast in his mother's preserve closet.

The title is good for all peep hole stunts, too. "Take a look into FORBIDDEN PARADISE."

Speaking of gorgeous gowns and priceless jewels, Pola, as the Czarina, revels in 'em. Obvious tie-ups here.

A card to your patrons: "Spend a few hours in FORBIDDEN PARADISE. It's Pola's latest Paramount production, directed by Ernst Lubitsch, due at the on"

But here's the tie-up of the year. Pola's had her hair bobbed—and has it done before your eyes in "Forbidden Paradise" at that! Get local beauty parlors to feature the Pola bob.

A tallyhoo party in evening clothes. "On our way to FORBIDDEN PARADISE."

Novelty herald—through ticket to FORBIDDEN PARADISE. Train time—hours of performances. Prices of ticket—admission.



Pola Negri in an Ernst Lubitsch ADS AND OTHER TICKETS

Your exchange has mats of all the ads and production scenes; also cuts of one



Pola Negri in An ERNST LUBITSCH

Production

THE first American-made Negri picture under the direction of Lubitsch, the man who made "Passion" and "The Marriage Circle." You know it's a winner!

WITH
ROD LA ROCQUE
ADOLPHE MENJOU
PAULINE STARKE

PRESENTED BY ADOLPH ZUKOR
AND JESSE L. LASKY

A Paramount Picture



"FORBIDDEN PARADISE"

Four-column Newspaper Advertisement 4A.



Pola Negri
in the Ernst Lubitsch Production
"Forbidden Paradise"
A Paramount Picture
Production Mat 1PA



Pola Negri
in the Ernst Lubitsch Production
"Forbidden Paradise"
A Paramount Picture
Production Mat 1PB

(One-Col. Mats 5c Each)

Pola Negri
—in an—
ERNST LUBITSCH
Production



"FORBIDDEN PARADISE"
ROD LA ROCQUE
ADOLPHE MENJOU
PAULINE STARKE
A Paramount Picture

NEGRI and Lubitsch! Star and director of "Passion" reunited in their first American-made

POLA NEGRI
in "FORBIDDEN PARADISE"

POLA NEGRI
in "FORBIDDEN PARADISE"

Midget Cut 1MB

See also two
supplementary
ads, front page

A
Paramount
Picture



—With—
ROD LA ROCQUE
ADOLPHE MENJOU
PAULINE STARKE

PRESENTED BY
ADOLPH ZUKOR
& JESSE L. LASKY

bitsch Production "Forbidden Paradise"
TICKET SELLING MATERIAL

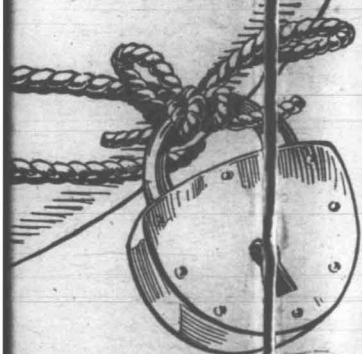
tion scenes; also cuts of one and two column ads, supplementaries and midgets.



gri
 TSC

Production

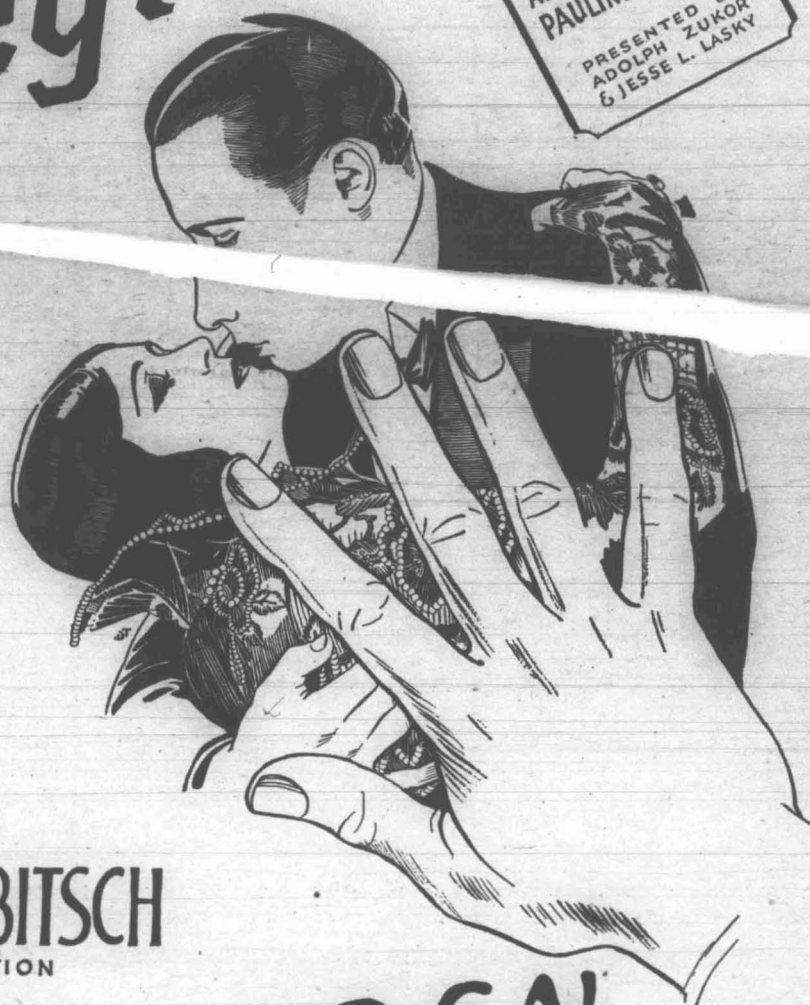
DDEN
 OISE



**Pola
 Negri**

WITH
 ROD LA ROCQUE
 ADOLPHE MENJOU
 PAULINE STARKE

PRESENTED BY
 ADOLPH ZUKOR
 & JESSE L. LASKY



THE secret love
 affairs of an
 empress who lived
 for romance and
 ruled many hearts.
 Pola's greatest
 love-role since
 "Passion." Made
 by the same direc-
 tor.

IN An
ERNST LUBITSCH
 PRODUCTION

**"FORBIDDEN
 PARADISE"**
 A Paramount Picture

Three-column Newspaper Advertisement 3A.

POLA NEGRI
 in "FORBIDDEN
 PARADISE"

POLA NEGRI
 in "FORBIDDEN
 PARADISE"

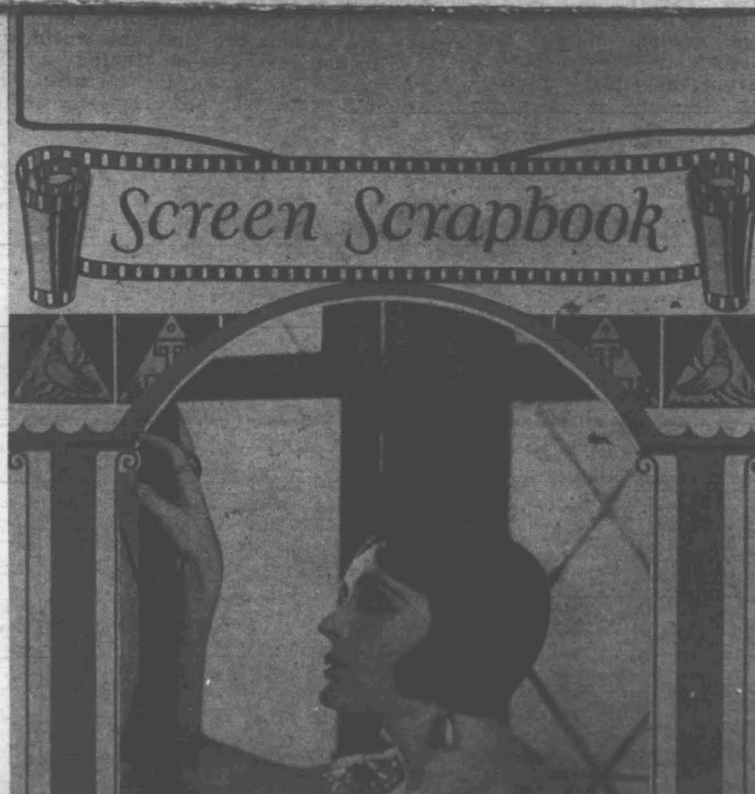
Midget Cut 1MB

POLA NEGRI
 in "FORBIDDEN
 PARADISE"

Midget Cut 1MC

See also two
 supplementary
 ads, front page

Above
 Midgets
 15c. each

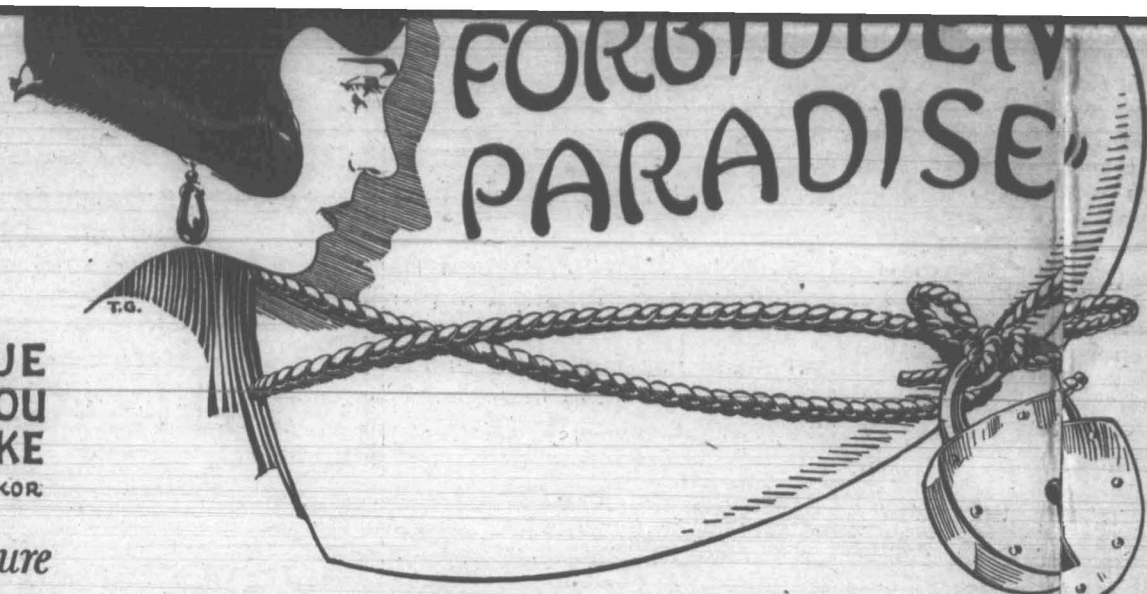


I made Negri picture under the direction of Lubitsch, the man who made "Passion" and "The Marriage Circle." You know it's a winner!

WITH
ROD LA ROCQUE
ADOLPHE MENJOU
PAULINE STARKE

PRESENTED BY ADOLPH ZUKOR
AND JESSE L. LASKY

A Paramount Picture



Four-column Newspaper Advertisement 4A.



Pola Negri
in the Ernst Lubitsch Production
"Forbidden Paradise"
A Paramount Picture
Production Mat 1PA



Pola Negri
in the Ernst Lubitsch Production
"Forbidden Paradise"
A Paramount Picture

Production Mat 1PB
(One-Col. Mats 5c Each)

Pola Negri
—in an—
ERNST LUBITSCH
Production



ROD LA ROCQUE
ADOLPHE MENJOU
PAULINE STARKE
A
Paramount
Picture

NEGRI and **Lu-**
bitsch! Star and
director of "Passion"
reunited in their first
American-made
triumph.

One-column Press Ad 1A

POLA NEGRI
in "FORBIDDEN PARADISE"

POLA NEGRI
in "FORBIDDEN PARADISE"

Midget Cut 1MB

See also the
supplemental
ads, front page



Pola Negri and
"Forbidden Paradise"
Rod La Rocque
in "Forbidden Paradise"
Two-column

A
Paramount
Picture



—With—
ROD LA ROCQUE
ADOLPHE MENJOU
PAULINE STARKE
PRESENTED BY
ADOLPH ZUKOR
& JESSE L. LASKY

Pola Negri
—in An—
ERNST LUBITSCH
Production
"FORBIDDEN PARADISE"

"FORBIDDEN PARADISE" is
an American-made "Passion."
Made by the same director. With a
brilliant cast.

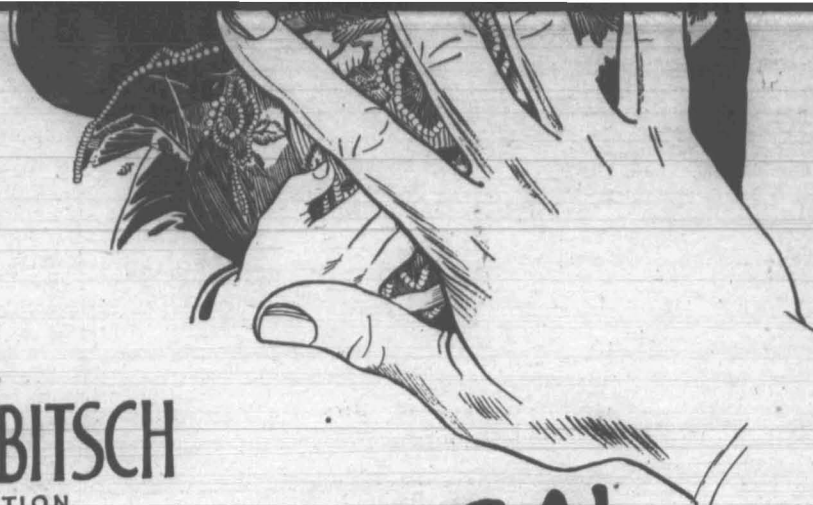
Two-column Press Advertisement 2A



Pola Negri, Rod La Rocque and Adolphe Menjou in
"Forbidden Paradise" A P
Three-column Production

DEN
ISE

empress who lived for romance and ruled many hearts. Pola's greatest love-role since "Passion." Made by the same director.



IN An
ERNST LUBITSCH
PRODUCTION

"FORBIDDEN PARADISE"

A Paramount Picture

Three-column Newspaper Advertisement 3A.

POLA NEGRI
in "FORBIDDEN PARADISE"

POLA NEGRI
in "FORBIDDEN PARADISE"

POLA NEGRI
in "FORBIDDEN PARADISE"

Midget Cut 1MB

Midget Cut 1MC

See also two
supplemental
ads, front page

Above
Midgets
15c. each



Pola Negri and Rod La Rocque in the Ernst Lubitsch Production
"Forbidden Paradise" A Paramount Picture
Two-column Production Mat 2P

Screen Scrapbook



Four-Page Roto Magazine

Above is a greatly reduced illustration of the new-style Roto Magazine cover. Actual size is 10½ x 14½ inches.

If this isn't a sure theatre-filler, we don't know what is. They'll eat it up, hook, line and sinker. And the tie-up possibilities!

See a sample at your exchange, and ask your local Ad Sales Manager to explain how you can make the blank space on the back page pay the entire cost and more.

A thousand for only \$7.50.



and Adolphe Menjou in
"Forbidden Paradise" A Paramount Picture
Three-column Production Mat 3P



Pola Negri in an Ernst Lubitsch Production STORIES TO GET YOUR VA

Clip the stuff you want on this page and send it to the editors. Additional

There Is Only One Pola Negri

by Ernst Lubitsch

Note: Ernst Lubitsch, director of "Passion," "The Marriage Circle," etc., gives this answer in response to the query which he has heard more frequently than ever since he and Miss Negri were reunited at the Paramount West Coast Studio to make "Forbidden Paradise," which comes to the Theatre for a days' run next.....

THERE is only one Pola Negri. I have always said so and my conviction has become stronger since completing "Forbidden Paradise." It was the first time we worked together since the days in Europe when we began making pictures.

All her gestures, her walk, her very presence, seem fraught with some dynamic quality which gives everything she does a deeper meaning and a dramatic value. This quality constitutes Pola's peculiar genius for the screen and enables her to cover all ranges of dramatic expression with a minimum of mimetic gestures.

Pola has a wonderful gift of humor. In addition she is a woman who has studied life and who, as a result, has acquired a sense of proportion. Whether she is the vampire or the heroine, she is never all black or all white. She is that subtle mixture of light and shadow which is truly human.

When Pola plays the role of a woman whose wiles ensnare, she does not give one of those stock-in-trade seductions, crude and stereotyped.

Pola Negri cannot do anything without giving her movements a deeper meaning than the same gesture performed by anyone else. Even her most casual gesture carries with it a suggestion of some profound emotion.

With Pola a little goes a long way. She does not have to overact to make a scene effective.

In real life one does not see people express their feelings through exaggerated gestures, rolling eyes or waving arms. People rather repress than express. The only visible sign they give is a twitching of the lips, a fluttering of an eyelid. A great actress is one who can do these things as they are in real life and make them mean much. Pola has this gift.

In "Forbidden Paradise" Miss Negri plays the part of a gorgeous queen of a European kingdom, a woman of many conquests.

Rod La Rocque, Adolphe Menjou and Pauline Starke are the featured players appearing opposite the star.

Pola Reminisces During Filming of New Picture

Pola Negri has not forgotten the days when she was a strap-hanger in Berlin and rode to the studio every morning in a street car crowded with working people and extras going to the lot. She was reminiscing at the Paramount studio in Hollywood with Ernst Lubitsch who directed her in "Forbidden Paradise," the picture which reunited their professional efforts in America and which is due next.....at the

"It was an hour and a half's ride," she said. "Nearly all the time I had to stand, hanging to a strap. People walked all over my feet and I usually arrived at the studio aching with bruises and tired before I started the day's work."

"After I played in one or two pictures which were successful, I went up in the scale of importance and after that the studio used to send a car for me in the morning. The same car picked up all the important players in the picture. It was built for five passengers and ten of us rode in it every morning for five

Pen vs. Sword

SLIPS of paper versus swords! Armed with a handful of paper slips, Adolphe Menjou fights a whole army in Pola Negri's latest starring picture for Paramount, "Forbidden Paradise," and wins.

The slips of paper proved more powerful than swords because they were certified cheques on an American bank.

In "Forbidden Paradise," which Ernst Lubitsch produced from Agnes Christine Johnston and Hans Kraly's adaptation of the stage play, "The Czarina," Pola Negri's role is that of a queen.

With the whole country in revolt and the army heading the uprising, Adolphe Menjou, as the chancellor, calmly faces the leaders of the revolution. When one of them makes a motion as if to draw his sword, Menjou's hand goes sharply to his hip pocket as if about to produce a gun. As the sword leaps from its scabbard, Menjou draws a cheque book and displays it.

An hour later cries of "Long live the Queen" are heard throughout the city.

Featured opposite Pola Negri in "Forbidden Paradise," which comes to the Theatre on.....next, are Rod La Rocque, Menjou and Pauline Starke. This picture marks the professional re-union of the star and producer of "Passion," the European made photoplay which introduced Miss Negri to the American public.

Menjou's Rise Rivals the Heroes of Fiction

"Phil, the Fiddler," "Joe, the Bootblack" and the rest of Horatio Alger's enterprising young heroes, as well as the redoubtable Merriwell boys, Frank and Dick, must make way for a new conqueror.

Reference is made to Adolphe Menjou, French by descent, Pittsburgher by birth and an actor by trade. No hero of fiction ever made a more sensational advance than he and he started from the bottom. He is now under long term contract with Paramount and appears opposite Pola Negri in her newest starring picture, "Forbidden Paradise,"

which Ernst Lubitsch directed.

At about the time the world war opened for business Menjou gave up vaudeville for motion pictures. He was an "extra" at various New York studios. When America entered the war, Menjou went along as a private. Before he had completed his training at Allentown he was a captain.

He saw a year's active service and returned to New York, stayed long enough to shed his uniform and went to Hollywood where he again entered motion pictures. His motion picture career parallels his fast rise in the army. He met with increasing success until now he is one of the most prominent players on the screen.

Menjou is featured with Rod La Rocque and Pauline Starke in "Forbidden Paradise," coming to the Theatre next.....

Pola Negri is the star, and Ernst Lubitsch was loaned to Paramount by Warner Brothers to make the picture.

Pauline Starke Featured in "Forbidden Paradise"

A sad face won Pauline Starke her first job in motion pictures.

D. W. Griffith was the man who first recognized possibilities in her. It was during the filming of "The Birth of a Nation" that Griffith saw

REVIEWS FOR T

(Review No. 1)

FORBIDDEN PARADISE," a new Paramount picture starring Pola Negri and directed by Ernst Lubitsch, the man who made "Passion," "The Marriage Circle," was shown for the first time in.....last night at the..... Theatre. The story is an adaptation of the popular stage play, "The Czarina," by Lajos Biro and Menyheri Lengyel. Agnes Christine Johnston and Hans Kraly wrote the screen play.

In her latest production Pola has a role that suits her admirably. "Forbidden Paradise" is a fine romantic love drama of an unnamed Balkan kingdom with the star, as the Czarina, a queen who rules both the destinies and hearts of men, tempestuous, just, whose every word is law and, yet every inch a woman.

Rod La Rocque, as Alexei, is an officer in the army at the front. He discovers a plot against the Czarina and rides to warn her. The prime minister (Menjou), sensing danger, tries to put him off with excuses, but the queen is attracted to La Rocque and listens to his story. The Czarina falls in love with Alexei and succeeds in breaking down his wall of reserve and making him regard her not as a sovereign but rather as a lovable woman.

Alexei, despite his love for Anna (Pauline Starke), a young lady-in-waiting, is swept completely off his feet. All this time the revolution at the front has been growing to alarming proportions. The chancellor has been very busy with a cheque book and just when the uprising is at its height it mysteriously collapses.

La Rocque, when he learned that with the Czarina he was but one of many, had sided with the revolutionists. Now she has him imprisoned, only to free him. He and Anna are reunited. The picture closes with the Czarina more than mildly interested in a young French ambassador, as was her custom. Love-making was the Czarina's way of forgetting for the time affairs of state.

Negri and Lubitsch—what a picture they have given us in "Forbidden Paradise!" Every production Pola makes goes its predecessor one better but this one is infinitely superior to anything the star has ever attempted either here or abroad.

La Rocque, Menjou and Miss Starke are all featured in leading roles in the picture. Fred Matesta, Nick DeRuiz and Mme. D'Aumery are among other big names in the cast.

ADVANCE PUBLICITY

Pola Negri Coming in "Forbidden Paradise"

POLA NEGRI'S latest production for "Paramount," "Forbidden Paradise," directed by Ernst Lubitsch who made "Passion" and "The Marriage Circle," and featuring Rod La Rocque, Adolphe Menjou and Pauline Starke in the principal supporting roles, opens a.....days' run next.....at the..... Theatre.

The picture is an adaptation by Agnes Christine Johnston and Hans Kraly of the popular stage success, "The Czarina," by Lajos Biro and Menyheri Lengyel and marks the first professional reunion of star and producer since those memorable post-war days in continental Europe.

"Forbidden Paradise" is one of the most colorful and dramatic films which that famous pair have yet produced. Adding to their experience and their mastery of technique during the two years which have

New Negri Lubitsch Production Due

"Forbidden Paradise," an Ernst Lubitsch-Paramount production starring Pola Negri, will be the first of the Theatre next.....days.

The story, adapted from the play, "The Czarina," is a romantic love and intrigue in an unnamed Balkan kingdom. Rod La Rocque, Adolphe Menjou and Pauline Starke are featured in support of the

Here's Pola in the kind of role that made her famous in a picture directed by the man who discovered her and introduced her to the American public in "Passion." Here's Pola displaying all the seductive and sonorous qualities of the screen today that made her every woman's dream and every man's fantasy, who, so to speak, has grown up with her on the screen. "Forbidden Paradise," in other words, is a knock-out, a knockout, a knockout to please everyone. Agnes Christine Johnston

Production "Forbidden Paradise"

YOUR VALUABLE PUBLICITY

to the editors. Additional press sheets at your exchange if you need them.



S FOR THE PRESS

(Review No. 2)

Shades of "Passion" and all the rest! Pola Negri in an Ernst Lubitsch production. Sounds like old times!

"Forbidden Paradise," which opened at the Theatre last night, brings Pola to the screen in the first American-made production by this greatest of all European directors.

The story is a romantic drama of a small Balkan kingdom. Pola has the role of the Czarina, a lady-in-waiting to the queen, in love with La Rocque, as Alexei.

The production is an adaptation of the stage play, "The Czarina," a tale of regal romance and intrigue, with the star in her greatest role—by far. Lubitsch has developed tremendously since the early days in Europe when his genius was only feeling its way along. There is in his methods today a sweep and a sureness which were not present then. In "Forbidden Paradise" he is vastly superior to the youthful Lubitsch who startled the world with "Passion."

Pola, too, has developed. As a queen she is superb. La Rocque, Menjou and Miss Starke are all ideally cast. All in all, "Forbidden Paradise" offers entertainment for everyone. It has gripping drama, heart-appeal, genuine humor—a picture that's bound to please.

(Review No. 3)

Pola Negri's new Paramount picture, "Forbidden Paradise," is the feature at the Theatre all this week. It's an Ernst Lubitsch production and features Rod La Rocque, Adolphe Menjou and Pauline Starke. Lubitsch was loaned to Paramount by Warner Brothers.

The story, adapted by Agnes Christine Johnston and Hans Kraly from the stage success, "The Czarina," brings the star to the screen in the role of a queen of a mythical kingdom in the Balkans. "Forbidden Paradise" is Lubitsch's first production with Pola in the starring role to be made in this country—and it's a real triumph for both star and director!

Gorgeous gowns, priceless jewels, wonderful settings—Pola's right in her glory in this one. The star and producer of "Passion" have made a never-to-be-forgotten entertainer in "Forbidden Paradise."

There's an A-1 cast playing in support.

Love or Death

HE HAD to choose between the love of a beautiful queen and death on the scaffold!

Such is the choice given Rod La Rocque in Pola Negri's latest starring picture, "Forbidden Paradise" which Ernst Lubitsch produced for Paramount.

La Rocque plays the role of a young army officer in the kingdom of which Pola Negri is Czarina. He loves Anna, a lady-in-waiting to the Czarina, but the eyes of the queen fall upon him and she desires his love. Rather than lose him, she threatens him with death if he disregards her favors.

"Forbidden Paradise," which Agnes Christine Johnston and Hans Kraly adapted for the screen from the stage play, "The Czarina," is placed in a Balkan kingdom.

The drama which builds around the unusual triangle of an army officer and two women, one of whom commands his allegiance but not his heart, is one of the most sweeping ever filmed.

Lubitsch, who was loaned by Warner Brothers to Paramount for the making of this picture, is a master in the reproduction of European court intrigue in which "Forbidden Paradise" abounds.

Heading the cast featured opposite Pola Negri are La Rocque, Adolphe Menjou and Pauline Starke.

"Forbidden Paradise" will be the feature at the Theatre beginning next.

"Forbidden Paradise" a Modern Costume Picture

Pola Negri's latest starring picture, "Forbidden Paradise" is the strangest of all motion pictures, a "modern costume picture!"

While the time in which it is placed is today, the locale of the story is a Balkan kingdom strongly under Russian influence. The costumes worn by the players, while largely modern, have a quaintness which marks them as apart from the spirit of the real western world.

The costumes worn by Pola Negri herself in "Forbidden Paradise," which Ernst Lubitsch produced for Paramount, are among the most magnificent ever designed for use in motion pictures.

At one stage in the story where Pola Negri, as "the Czarina" is preparing for the conquest of a French ambassador, she changes her costume and appears in elaborate creations from Paris. These are strictly modern and in the latest vogue.

"Forbidden Paradise" is Ernst Lubitsch's first American-made picture with Pola Negri in the starring role. Lubitsch, it will be recalled, produced "Passion," which first brought the famous Polish star to the fore.

Rod La Rocque, Adolphe Menjou and Pauline Starke are featured in the principal supporting roles of the picture, which will be shown next and at the Theatre to remain until next.

Pola Queen of Balkan Kingdom in "Forbidden Paradise"

"The love affairs of European courts are the mainsprings of history," says a famous historian, discussing the secrets of two centuries of warfare. Motion pictures, on more than one occasion, have recreated in dramatic form, many of the love affairs of great personages of the past.

The latest example of a picturized

Latest Negri-Lubitsch Film

Great Featured Cast in "Forbidden Paradise"

FORBIDDEN PARADISE, the first American-made Paramount picture starring Pola Negri to be directed by Ernst Lubitsch, creator of "Passion," "The Marriage Circle," etc., comes to the Theatre for a run of days on next.

The professional re-union of these two in the making of such an important production as "Forbidden Paradise" is significant. It follows

a demand which has been constant from critics and the public since their co-operative efforts resulted in one of Europe's most memorable productions.

"Forbidden Paradise" was adapted from the famous stage play, "The Czarina." The screen play, written by Agnes Christine Johnston and Hans Kraly, retains the dramatic suspense which made the stage production notable and introduces many striking new features.

Rod La Rocque, Adolphe Menjou and Pauline Starke are featured in the principal supporting roles in the production. Among others are Fred Malatesta, Nick De Ruiz and Mme. D'Aumery.

Pola Proud Possessor of 7 Italian War Medals

Pola Negri is the proud possessor of seven Italian war medals sent to her by an unknown soldier in Italy.

Among the stacks of mail which poured into her dressing room recently was a package bearing a mass of cancelled Italian stamps. The package contained seven war medals. There was also a brief note informing her that the sender admired her work so much that his most cherished possessions, the medals, were his tribute to her art.

The seven medals are as follows: Fascist medal, Italian World War Medal, Italian War Cross, Italian Silver Medal for Valour, Allied Victory Medal, Italian Independence Medal and Italian Veteran's Medal.

Believing that such hard won trophies of war service should be retained by the man who won them, Pola Negri endeavored to have them returned only to find that no address had been forwarded with the medals.

In certain scenes for her latest starring picture, "Forbidden Paradise" in which she plays the role of a queen, Pola Negri appears as the colonel of a regiment in full uniform. The row of medals upon her tunic are those forwarded from the unknown Italian soldier.

"Forbidden Paradise" was produced for Paramount by Ernst Lubitsch. Rod La Rocque, Adolphe Menjou and Pauline Starke head the cast which supports Miss Negri.

The picture opens a days' run at the Theatre on next.

Real Riding

Horsemanship learned upon the wild steppes of the Cossacks' native land is shown in cavalry scenes which Ernst Lubitsch filmed for Pola Negri's latest starring picture for Paramount, "Forbidden Paradise," due at the Theatre on next.

In recruiting riders for these scenes which take place in a country situated in the Balkans, Lubitsch stipulated that only men trained in the Cossack school would be considered.

Hundreds of ex-Russian cavalry-

PUBLICITY STORIES

New Negri Production Due Here

"Forbidden Paradise," an Ernst Lubitsch-Paramount production starring Pola Negri, will be the feature at the Theatre next days.

The story, adapted from the stage play, "The Czarina," is a romance of love and intrigue in an unnamed Balkan kingdom. Rod La Rocque, Adolphe Menjou and Pauline Starke are featured in the kind of a role famous in a production directed by the man who first introduced her to the American public in "Passion." Here's Pola displaying all the charm and seductiveness that have made her one of the most talked of pictures on the screen today in a picture directed by a man who knows her every whim, has grown right who, so to speak, on the screen. "Forbidden Paradise," in other words, is a Negri-Lubitsch knockout, a picture

Pola a Queen in Newest Production for Paramount

Negri! Lubitsch! Remember what happened when these two got their heads together and produced "Passion"—a world-beater!

Their first American-made picture is "Forbidden Paradise," a Paramount picture with Rod La Rocque, Adolphe Menjou, Pauline Starke and others featured in support of the star, which will be shown next at the Theatre to remain until next.

Pola's role is that of a queen of a little kingdom nestling in the Balkans. La Rocque is a soldier in her army, Menjou her prime minister and Miss Starke is her first lady-in-waiting. Others in the strong supporting cast include Fred Malatesta, Nick De Ruiz and Mme. D'Aumery.

Here's another top-notch for Pola and Lubitsch, a gripping romance of royalty with touches of real humor.

for the screen and enables her to cover all ranges of dramatic expression with a minimum of mimetic gestures.

Pola has a wonderful gift of humor. In addition she is a woman who has studied life and who, as a result, has acquired a sense of proportion. Whether she is the vampire or the heroine, she is never all black or all white. She is that subtle mixture of light and shadow which is truly human.

When Pola plays the role of a woman whose wiles ensnare, she does not give one of those stock-in-trade seductions, crude and stereotyped.

Pola Negri cannot do anything without giving her movements a deeper meaning than the same gesture performed by anyone else. Even her most casual gesture carries with it a suggestion of some profound emotion.

With Pola a little goes a long way. She does not have to overact to make a scene effective.

In real life one does not see people express their feelings through exaggerated gestures, rolling eyes or waving arms. People rather repress than express. The only visible sign they give is a twitching of the lips, a fluttering of an eyelid. A great actress is one who can do these things as they are in real life and make them mean much. Pola has this gift.

In "Forbidden Paradise" Miss Negri plays the part of a gorgeous queen of a European kingdom, a woman of many conquests. Rod La

Rocque, Adolphe Menjou and Pauline Starke are the featured players appearing opposite the star.

Pola Reminisces During Filming of New Picture

Pola Negri has not forgotten the days when she was a strap-hanger in Berlin and rode to the studio every morning in a street car crowded with working people and extras going to the lot. She was reminiscing at the Paramount studio in Hollywood with Ernst Lubitsch who directed her in "Forbidden Paradise," the picture which reunited their professional efforts in America and which is due next.....at the

"It was an hour and a half's ride," she said. "Nearly all the time I had to stand, hanging to a strap. People walked all over my feet and I usually arrived at the studio aching with bruises and tired before I started the day's work."

"After I played in one or two pictures which were successful, I went up in the scale of importance and after that the studio used to send a car for me in the morning. The same car picked up all the important players in the picture. It was built for five passengers and ten of us rode in it every morning for five months. It was worse riding than in the street car but the prestige which went with the honor was so great not one of us would have given it up for worlds."

Rod La Rocque, Adolphe Menjou and Pauline Starke play opposite Pola Negri in "Forbidden Paradise," adapted by Hans Kraly and Agnes Christine Johnston from the stage play, "The Czarina."

Ernst Lubitsch

He prowls about the set like a caged panther.

He smokes more cigars than Theodore Roberts.

He is so absent-minded that he is likely to walk into a wall and apologize.

His name is Ernst Lubitsch and according to Pola Negri, he is one of the greatest directors of motion pictures which the film's brief but crowded history has brought into the lime-light.

Lubitsch prowls. Between scenes he walks up and down, in and out, around and back, stepping over tangles of electric cable, passing through the blue-white, flickering shafts of the Kleigs, bumping into things, chewing a long, dark cigar, puffing smoke and leaving it far behind as he moves ahead, always restless.

On his dark, almost gloomy face, rests a frown. His eyes are always on the ground and they see nothing—only visions. And out of these visions come Ernst Lubitsch productions, the latest and greatest of which is "Forbidden Paradise," starring Pola Negri and coming to the.....Theatre next.....

Rod La Rocque, Adolphe Menjou and Pauline Starke are featured in the strong supporting cast.

produce a gun. As the sword leaps from its scabbard, Menjou draws a cheque book and displays it.

An hour later cries of "Long live the Queen" are heard throughout the city.

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Menjou's Rise Rivals the Heroes of Fiction

"Phil, the Fiddler," "Joe, the Bootblack" and the rest of Horatio Alger's enterprising young heroes, as well as the redoubtable Merriwell boys, Frank and Dick, must make way for a new conqueror.

Reference is made to Adolphe Menjou, French by descent, Pittsburgher by birth and an actor by trade. No hero of fiction ever made a more sensational advance than he and he started from the bottom. He is now under long term contract with Paramount and appears opposite Pola Negri in her newest starring picture, "Forbidden Paradise,"

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Pola Negri is the star, and Ernst Lubitsch was loaned to Paramount by Warner Brothers to make the picture.

Pauline Starke Featured in "Forbidden Paradise"

A sad face won Pauline Starke her first job in motion pictures.

D. W. Griffith was the man who first recognized possibilities in her. It was during the filming of "The Birth of a Nation" that Griffith saw her as she was waiting outside the studio. Calling her to him, he conducted her within the gates of the studio and turned her over to an assistant director.

"Here's a girl with a sad face. We can use her," he said.

Today Pauline Starke is featured in a cast which includes Rod La Rocque, Adolphe Menjou and herself playing opposite Pola Negri in her latest starring picture, "Forbidden Paradise," which Ernst Lubitsch produced for Paramount and which opens a.....days' run next.....at the.....Theatre.

Pola's Gowns

Pola Negri's gowns in her latest starring picture for Paramount, "Forbidden Paradise" will establish at least four new styles, according to critics of dress who have seen her costumes.

Miss Negri plays the role of the Czarina in this picture, produced by Ernst Lubitsch. Her gowns carry with them the smartness of Paris and at the same time suggest the regal quality of a queen.

Among the costumes are a number with distinctive lines which serve to accentuate the slenderness of Pola Negri's form. The material used in preparing these gowns is unusually rare. Luxurious negligees, morning costumes and evening gowns are included in the wardrobe which she wears in "Forbidden Paradise."

Rod La Rocque, Adolphe Menjou and Pauline Starke are featured in the principal roles in the strong supporting cast of the picture which will be shown next.....at the.....Theatre to remain for.....days.

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Alexei, despite his love for Anna (Pauline Starke), a young lady-in-waiting, is swept completely off his feet. All this time the revolution at the front has been growing to alarming proportions. The chancellor has been very busy with a check book and just when the uprising is at its height, it mysteriously collapses.

La Rocque, when he learned that with the Czarina he was but one of many, had sided with the revolutionists. Now she has him imprisoned, only to free him. He and Anna are reunited. The picture closes with the Czarina more than mildly interested in a young French ambassador, as was her custom. Love-making was the Czarina's way of forgetting for the time affairs of state.

Negri and Lubitsch—what a picture they have given us in "Forbidden Paradise!" Every production Pola makes goes its predecessor one better, but this one is infinitely superior to anything the star has ever attempted either here or abroad.

La Rocque, Menjou and Miss Starke are all featured in leading roles in the picture. Fred Malatesta, Nick DeRuiz and Mme. D'Aumery are among other big names in the cast.

ADVANCE PUBLICITY

Pola Negri Coming in "Forbidden Paradise"

POLA NEGRI'S latest production for "Paramount, "Forbidden Paradise," directed by Ernst Lubitsch who made "Passion" and "The Marriage Circle," and featuring Rod La Rocque, Adolphe Menjou and Pauline Starke in the principal supporting roles, opens a.....days' run next.....at the.....Theatre.

The picture is an adaptation by Agnes Christine Johnston and Hans Kraly of the popular stage success, "The Czarina," by Lajos Biro and Menyher Lengyel and marks the first professional reunion of star and producer since those memorable post-war days in continental Europe.

"Forbidden Paradise" is one of the most colorful and dramatic films which that famous pair have yet produced. Adding to their experience and their mastery of technique during the two years which have elapsed since they separated in Europe, both Pola and Lubitsch brought to the filming of "Forbidden Paradise" a strength and deftness unknown in their European days—Result: Screen entertainment of the highest order.

In the story Pola is the queen of a small Balkan principality, a masterful and efficient sovereign who meets the intrigues and deceptions of court life with an iron hand. She is a creature of extraordinary beauty and magnetism and possessing a decided penchant for handsome young men. Rod La Rocque is a soldier in the army at the front. Menjou is the queen's chancellor, her faithful servant and a diplomat of the highest order. Miss Starke is first lady-in-waiting to the Czarina.

A revolution is on foot and La Rocque, as Alexei, warns the queen, but the chancellor attempts to discredit him. The Czarina falls in love with Alexei. Anna (Miss Starke) is heartbroken. Alexei learns from his fellow officers that with the queen he is more or less of a plaything. He is filled with a loathing for the Czarina and joins forces with the revolutionists. The uprising is quelled and Alexei is imprisoned.

How he is eventually freed and finds happiness with Anna constitutes one of the most interesting productions shown in.....in many a long day. Fred Malatesta, Nick De Ruiz and Mme. D'Aumery are among the more prominent members of a fine supporting cast.

Lubitsch was loaned to Paramount by Warner Brothers to make "Forbidden Paradise." It's Pola's best. Better see it!

New Negri Lubitsch Production Due Here

"Forbidden Paradise," an Ernst Lubitsch-Paramount production, starring Pola Negri, will be the feature at the.....Theatre next.....for a run of.....days.

The story, adapted from the stage play, "The Czarina," is a romance of love and intrigue in an unnamed Balkan kingdom. Rod La Rocque, Adolphe Menjou and Pauline Starke are featured in supporting roles.

Here's Pola in the kind of a picture that made her famous in a production directed by the man who discovered her and introduced her to the American public in "Passion." Here's Pola displaying all the charm and seductiveness that have made her one of the most talked of sonages on the screen today. The picture directed by a man who knows her every whim and fancy, a man who, so to speak, has grown up with her, "Forbidden Paradise," in other words, a Negri-Lubitsch knockout, a picture to please everyone.

Agnes Christine Johnston and Hans Kraly adapted the story for the screen. Fred Malatesta, Nick DeRuiz, Mme. D'Aumery and others have important roles in the cast. You liked Pola in her earlier picture, you'll fairly rave over her in "Forbidden Paradise." It's a real entertainer by a master-producer.

"Forbidden Paradise" Late Pola Negri-Paramount

Pola Negri comes to the.....Theatre next.....in the.....mount picture.....

which features Adolphe Menjou in the all-star supporting cast.

"Forbidden Paradise," added from the Broadway success, "The Czarina," a fine comedy-drama, up-to-date story of a small European kingdom. As the Czarina, Pola offers her every opportunity. Pola, gorgeously gowned, a bejeweled Pola, of a tiny Balkan court—what a picture! This production is Ernst Lubitsch's arrival in this country to far outclass anything ever did on the

have been literally heads off since "Passion" in this country for a picture by the same hand—and well! Agnes Christine Johnston and Hans Kraly wrote the capable cast played the star and let you want to miss this

an officer in the plot against the prime minister put him off with ed to La Rocque rina falls in love ng down his wall d her not as his woman.

Anna (Pauline swept complete revolution at the ing proportions. sy with a check is at its height,

at with the Cz ar- sided with the imprisoned, only nited. The pic- than mildly in- ad, as was her zarina's way of late.

ecture they have Every prod- ce- ssor one bett- er, to anything he e or abroad. arke are all f- a- re. Fred Ma- mery are amo- ng

early days in Europe when his genius was only feeling its way along. There is in his methods to-day a sweep and a sureness which were not present then. In "Forbidden Paradise" he is vastly superior to the youthful Lubitsch who startled the world with "Passion."

Pola, too, has developed. As a queen she is superb. La Rocque, Menjou and Miss Starke are all ideally cast. All in all, "Forbidden Paradise" offers entertainment for everyone. It has gripping drama, heart-appeal, genuine humor—a picture that's bound to please.

(Review No. 3)

Pola Negri's new Paramount picture, "Forbidden Paradise," is the feature at the Theatre all this week. It's an Ernst Lubitsch production and features Rod La Rocque, Adolphe Menjou and Pauline Starke. Lubitsch was loaned to Paramount by Warner Brothers.

The story, adapted by Agnes Christine Johnston and Hans Kraly from the stage success, "The Czarina," brings the star to the screen in the role of a queen of a mythical kingdom in the Balkans. "Forbidden Paradise" is Lubitsch's first production with Pola in the starring role to be made in this country—and it's a real triumph for both star and director!

Gorgeous gowns, priceless jewels, wonderful settings—Pola's right in her glory in this one. The star and producer of "Passion" have made a never-to-be-forgotten entertainer in "Forbidden Paradise."

There's an A-1 cast playing in support.

around the world through army officer and two women, one of whom commands his allegiance but not his heart, is one of the most sweeping ever filmed.

Lubitsch, who was loaned by Warner Brothers to Paramount for the making of this picture, is a master in the reproduction of European court intrigue in which "Forbidden Paradise" abounds.

Heading the cast featured opposite Pola Negri are La Rocque, Adolphe Menjou and Pauline Starke.

"Forbidden Paradise" will be the feature at the Theatre beginning next.

"Forbidden Paradise" a Modern Costume Picture

Pola Negri's latest starring picture, "Forbidden Paradise" is the strangest of all motion pictures, a "modern costume picture!"

While the time in which it is placed is today, the locale of the story is a Balkan kingdom strongly under Russian influence. The costumes worn by the players, while largely modern, have a quaintness which marks them as apart from the spirit of the real western world.

The costumes worn by Pola Negri herself in "Forbidden Paradise," which Ernst Lubitsch produced for Paramount, are among the most magnificent ever designed for use in motion pictures.

At one stage in the story where Pola Negri, as "the Czarina" is preparing for the conquest of a French ambassador, she changes her costume and appears in elaborate creations from Paris. These are strictly modern and in the latest vogue.

"Forbidden Paradise" is Ernst Lubitsch's first American-made picture with Pola Negri in the starring role. Lubitsch, it will be recalled, produced "Passion," which first brought the famous Polish star to the fore.

Rod La Rocque, Adolphe Menjou and Pauline Starke are featured in the principal supporting roles of the picture, which will be shown next and at the Theatre.

Pola Queen of Balkan Kingdom in "Forbidden Paradise"

"The love affairs of European courts are the mainsprings of history," says a famous historian, discussing the secrets of two centuries of warfare. Motion pictures, on more than one occasion, have recreated in dramatic form, many of the love affairs of great personages of the past.

The latest example of a picturized historical drama is Pola Negri's current starring vehicle, "Forbidden Paradise" which Ernst Lubitsch produced for Paramount.

Based upon incidents in the life of Catherine the Great of Russia, "Forbidden Paradise" was adapted to the screen by Agnes Christine Johnston and Hans Kraly from the stage play "The Czarina."

Rod La Rocque, Adolphe Menjou and Pauline Starke are featured in the cast of the production which comes to the Theatre on next.

"The Czarina." The screen play, written by Agnes Christine Johnston and Hans Kraly, retains the dramatic suspense which made the stage production notable and introduces many striking new features.

Rod La Rocque, Adolphe Menjou and Pauline Starke are featured in the principal supporting roles in the production. Among others are Fred Malatesta, Nick De Ruiz and Mme. D'Aumery.

Pola Proud Possessor of 7 Italian War Medals

Pola Negri is the proud possessor of seven Italian war medals sent to her by an unknown soldier in Italy.

Among the stacks of mail which poured into her dressing room recently was a package bearing a mass of cancelled Italian stamps. The package contained seven war medals. There was also a brief note informing her that the sender admired her work so much that his most-cherished possessions, the medals, were his tribute to her art.

The seven medals are as follows: Facisti medal, Italian World War Medal, Italian War Cross, Italian Silver Medal for Valour, Allied Victory Medal, Italian Independence Medal and Italian Veteran's Medal.

Believing that such hard won trophies of war service should be retained by the man who won them, Pola Negri endeavored to have them returned only to find that no address had been forwarded with the medals.

In certain scenes for her latest starring picture, "Forbidden Paradise" in which she plays the role of a queen, Pola Negri appears as the colonel of a regiment in full uniform. The row of medals upon her tunic are those forwarded from the unknown Italian soldier.

"Forbidden Paradise" was produced for Paramount by Ernst Lubitsch. Rod La Rocque, Adolphe Menjou and Pauline Starke head the cast which supports Miss Negri.

The picture opens a few days' run at the Theatre.

Real Riding

Horsemanship learned upon the wild steppes of the Cossacks' native land is shown in cavalry scenes which Ernst Lubitsch filmed for Pola Negri's latest starring picture for Paramount, "Forbidden Paradise," due at the Theatre on next.

In recruiting riders for these scenes which take place in a country situated in the Balkans, Lubitsch stipulated that only men trained in the Cossack school would be considered.

Hundreds of ex-Russian cavalrymen and horsemen whose early days were spent in the Cossack country responded. Costumed in the uniforms of Hungarian cavalry regiments wiped out by the war, these seasoned horsemen give exhibitions of daring riding which have rarely been duplicated for the screen.

"Forbidden Paradise" was adapted to the screen by Agnes Christine Johnston and Hans Kraly from the stage play "The Czarina." Rod La Rocque, Adolphe Menjou and Pauline Starke head the cast supporting Pola Negri.

PUBLICITY STORIES

New Negri-Lubitsch Production Due Here

"Forbidden Paradise," an Ernst Lubitsch-Paramount production starring Pola Negri, will be the feature at the Theatre next for a run of days.

The story, adapted from the stage play, "The Czarina," is a romance of love and intrigue in an unnamed Balkan kingdom. Rod La Rocque, Adolphe Menjou and Pauline Starke are featured in support of the star.

Here's Pola in the kind of a role that made her famous in a production directed by the man who first discovered her and introduced her to the American public in "Passion." Here's Pola displaying all the charm and seductiveness that have made her one of the most talked of personages on the screen today in a picture directed by a man who knows her every whim and fancy, a man who, so to speak, has grown right up with her on the screen. "Forbidden Paradise," in other words, is a Negri-Lubitsch knockout, a picture to please everyone.

Agnes Christine Johnston and Hans Kraly adapted the story for the screen. Fred Malatesta, Nick De Ruiz, Mme. D'Aumery and others have important roles in the cast. If you liked Pola in her earlier picture, you'll fairly rave over her in "Forbidden Paradise." It's a real entertainer by a master-producer.

"Forbidden Paradise" Latest Pola Negri-Paramount Film

Pola Negri comes to the Theatre next in the Paramount picture.

which features Rod La Rocque, Adolphe Menjou and Pauline Starke in the all-star supporting cast.

"Forbidden Paradise," adapted from the play success, "The Czarina," a comedy-drama, is an up-to-date story of a small European kingdom. The Czarina, Pola has offers her every emotion. Pola, gorgeous and bejeweled, queen in a court—what a part it is! The picture is Ernst Lubitsch's production starring Pola Negri and is arrival in this country and to far outclass anything ever did on the other side.

have been literally held heads off since "Passion" in this country for another picture by the same hand—it is—and well worth a look! Agnes Christine Johnston and Hans Kraly wrote the capable cast playing in the star and leading parts. You want to miss this one.

Pola a Queen in Newest Production for Paramount

Negri! Lubitsch! Remember what happened when these two got their heads together and produced "Passion"—a world-beater!

Their first American-made picture is "Forbidden Paradise," a Paramount picture with Rod La Rocque, Adolphe Menjou, Pauline Starke and others featured in support of the star, which will be shown next at the Theatre to remain until next.

Pola's role is that of a queen of a little kingdom nestling in the Balkans. La Rocque is a soldier in her army, Menjou her prime minister and Miss Starke is her first lady-in-waiting. Others in the strong supporting cast include Fred Malatesta, Nick De Ruiz and Mme. D'Aumery.

Here's another top-notch for Pola and Lubitsch, a gripping romance of royalty with touches of real humor.

Held Over

The Ernst Lubitsch-Paramount production, "Forbidden Paradise," which opened at the Theatre last, instead of closing its run this evening will be held over by popular demand for another day.

Pola Negri is the star of the production which is an adaptation by Agnes Christine Johnston and Hans Kraly of the Broadway stage play, "The Czarina," by Jos. Biro and Menyhert Lengyel. It is Lubitsch's first production with Pola in the starring role to be produced in this country.

Rod La Rocque, Adolphe Menjou and Pauline Starke are featured in the supporting cast which also includes Fred Malatesta, Nick De Ruiz and Mme. D'Aumery.

The story is an entertaining romance of court intrigue, laid in a small Balkan kingdom. Pola's role is that of a Czarina who rules her subjects with an iron hand. It is, without a doubt, her finest screen part.

Last Times Today

The final showings of the Paramount picture, "Forbidden Paradise," which was shown for the first time in last at the Theatre, will be held there today.

"Forbidden Paradise" is an Ernst Lubitsch-Paramount production starring Pola Negri. Rod La Rocque, Adolphe Menjou and Pauline Starke head the supporting cast. All are featured.

PARAMOUNT EXPLOITEERS

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DANZIGER, WM.	119 Seventh St.	Milwaukee, Wis.
DUNHAM, CURTIS	302 Jefferson St.	Dallas, Tex.
		(and San Antonio, Tex.)
EAGLES, HARRY C.	2017 Third Ave.	Seattle, Wash.
		(and Portland, Ore.)
ESHENFELDER, GEO.	211 S. Mint St.	Charlotte, N. C.
GAMBRILL, GEO.	3721 Washington Blvd.	St. Louis, Mo.
GAVIN, THOMAS	110 West 18th St.	Kansas City, Mo.
GEYER, ERNEST J.	514 Luckie St.	Atlanta, Ga.
HAWN, GAVIN C.	62 N. State St.	Wilkes-Barre, Pa.
HELLMAN, JACK	1610 Davenport St.	Omaha, Nebraska.
		(and Des Moines, Iowa)
KANTNER, OSCAR	201 Golden Gate Ave.	San Francisco, Cal.
MC CONVILLE, JOHN	8 Shawmut St.	Boston, Mass.
		(and Portland, Me.)
MENDELSSOHN, WM.	1563 East 21st St.	Cleveland, O.
MOON, RUSSELL B.	1327 S. Wabash Ave.	Chicago, Ill.
RENAUD, KENNETH	2949 Cass Ave.	Detroit, Mich.
RICKETSON, RICK	1625 Court Place	Denver, Colo.
		(and Salt Lake City, Utah)
RIDGE, MAURICE	Pioneer & Broadway	Cincinnati, O.
ROBSON, WM.	1018 Forbes St.	Pittsburgh, Pa.
SHIELD, CORBIN	331 West 44th St.	New York, N. Y.
		(and Albany, N. Y.)
SWIFT, HARRY	924 S. Olive St.	Los Angeles, Cal.
TAYLOR, WM. A.	514 W. Grand Ave.	Oklahoma City, Okla.
THOMAJAN, P. A.	113 S. Monroe St.	Peoria, Ill.
WALL, EDWARD J.	1101 N. Capitol Ave.	Washington, D. C.
WAGNER, CHAS. E.	251 N. 5th St.	Columbus, Ohio.
WATERSTREET, IRVIN A.	38 So. Capitol Ave.	Indianapolis, Ind.
		(and Louisville, Ky.)
WHELAN, LESLIE F.	1219 Vine St.	Philadelphia, Pa.
WUEST, JAMES M.	1100 First Ave. N.	Minneapolis, Minn.
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Pola Negri in an Ernst Lubitsch Production PARAMOUNT PAPER THEATRE

"If It's Worth Running, It's Worth Seeing"



SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

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One Sheet (1A and 1B).....	\$.15	One Column05
Three Sheet (3A and 3B).....	.45	Two Column10
Six Sheet (6A).....	.75	Supplementary (Two Column) (Adv. Only).....	.10
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22 x 28 (Colored)40	GILT-EDGED FRAMES, (Size 17 x 43 in.)..	1.50
11 x 14 Set of Eight (Colored).....	.60	Insert Cards (14 x 36 in. to fit above).....	.25
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ADVERTISING CUTS		Rotogravure, magazine, per thousand.....	7.50
One Column35	Window Card07
Two Column65	Announcement Slide15
Supplementary (Two Column)25	Publicity Photos, Each10
Midgets (each)15	Trailers—National Screen Service	

Press Books and Music Cues are gratis.

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845 So. Wabash Ave., Chicago, Ill.
917 So. Olive Street, Los Angeles, Cal.
284 Turk St., San Francisco

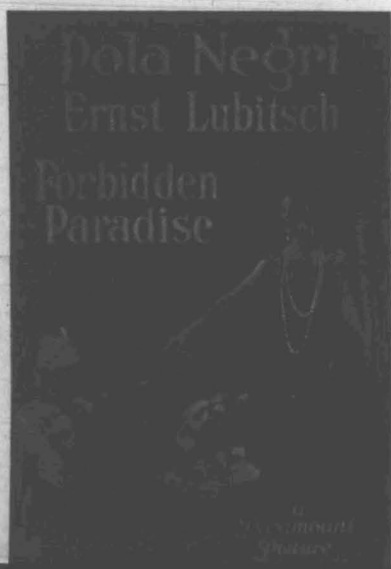


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HERALD

The herald "hidden" is a postcard size of the smashing 24-sheet. Sturdy colored and printed on high stock. Other side left blank for dress, theatre name, etc. Only per 1,000. Samples at exchange

Ask your local Ad Sales Manager about the new special proposition on 22 x 28 lobby cards and frames!



Lubitsch Production "Forbidden Paradise" ER THAN PACKS THE PUNCH

Running, It's Worth Advertising"



Colored Insert Card

HERALD

The herald "Forbidden Paradise" is a postcard size reproduction of the smashing 24-sheet. Stunningly colored and printed on high-grade stock. Other side left blank for address, theatre name, etc. Only \$3.00 per 1,000. Samples at exchanges.



TRAILERS

You can secure both a Service and DeLuxe Trailer on "Forbidden Paradise."

The prices of all trailers have been materially reduced. The Service Trailer is 75 feet long and costs \$5 during the first 4 months after release date. Refund of \$1.50 if returned within 2 weeks. Thereafter Service Trailers cost \$2.50. Refund of \$1 if returned within 2 weeks.

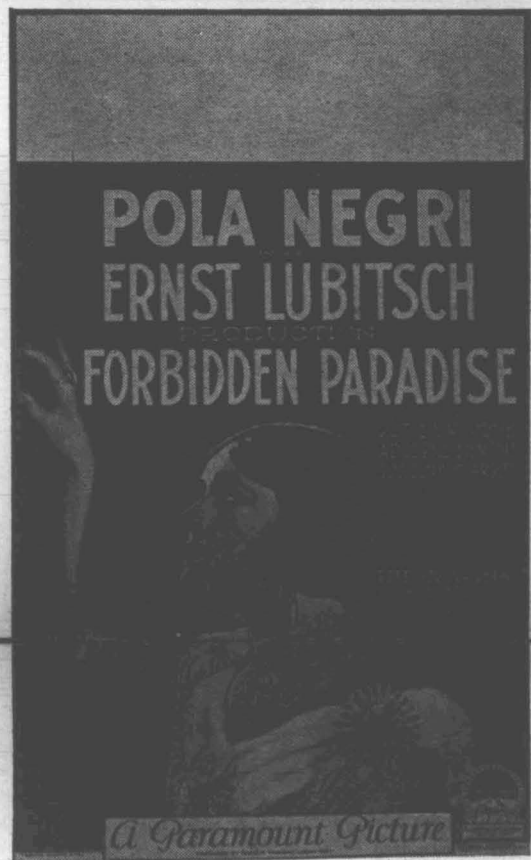
DeLuxe Trailers are 200 feet long and cost \$12.50. Refund of \$5 if returned within 3 weeks.

There is a special price of \$5 net on all DeLuxe Trailers to regular subscribers to National Screen Service.

This service on all productions costs \$25 monthly.

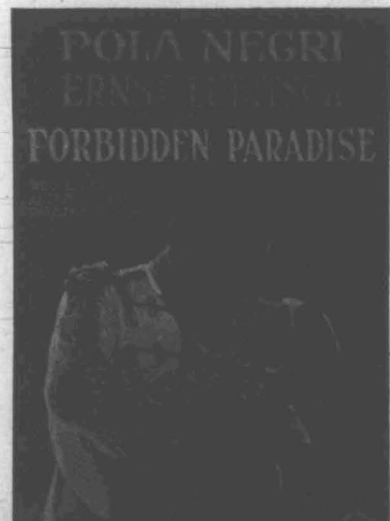
Screen Service offices bottom of price list.

WIRE OR WRITE—GIVING
EXACT PLAY DATES.



Window Card

Put the picture over the top by putting posters over the town. Here are real business-getters!



POLA NEGRI-ERNST LUBITSCH PRODUCTION FORBIDDEN PARADISE

POLA NEGRI-ERNST LUBITSCH PRODUCTION FORBIDDEN PARADISE

SET OF EIGHT COLORED LOBBY CARDS

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Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.75
Twenty-four Sheet (24A).....	2.40

PHOTOS FOR YOUR LOBBY	
22 x 28 (Colored).....	.40
11 x 14 Set of Eight (Colored).....	.60

For Newspaper Ads	
ADVERTISING CUTS	
One Column.....	.35
Two Column.....	.65
Supplementary (Two Column).....	.25
Midgets (each).....	.15

MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.05
Two Column.....	.10
Supplementary (Two Column) (Adv. Only).....	.10
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FOR GENERAL EXPLOITATION	
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Heralds, per thousand.....	3.00
Rotogravure Magazine, per thousand.....	7.50
Window Card.....	.07
Announcement Slide.....	.15
Publicity Photos, Each.....	.10
Trailers—National Screen Service.....	

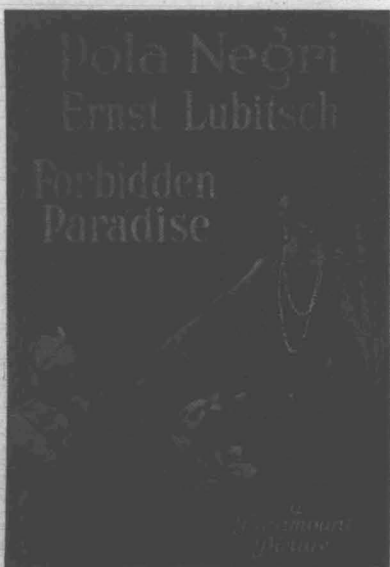
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845 So. Wabash Ave., Chicago, Ill.
917 So. Olive Street, Los Angeles, Cal.
284 Turk St., San Francisco

Press Books and Music Cues are gratis.

Colored Insert Card

HERALD

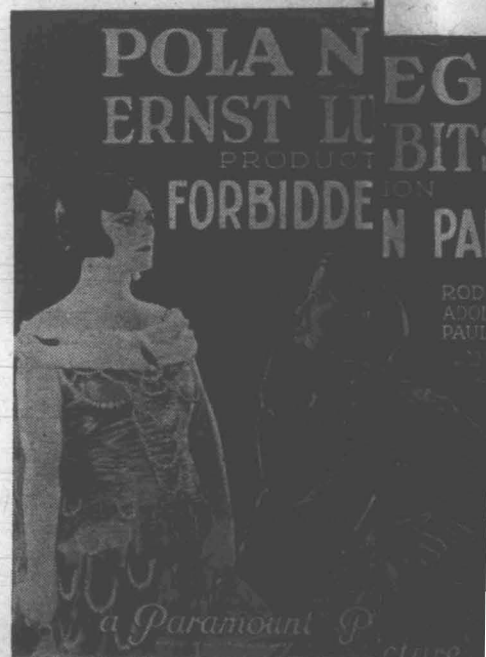
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One Sheet Poster 1A



Colored Lobby Card (22" x 28")



Six Sheet Poster 6A



Three Sheet Poster 3A



Twenty-four Sheet



Colored Insert Card

HERALD

The herald is a postcard size reproduction of the smashing 24-sheet reproduction colored and printed in black. Other side left on high-grade stock, theatre name, at blank for address, 1,000. Samples etc. Only \$3.00 at exchanges.



TRAILERS

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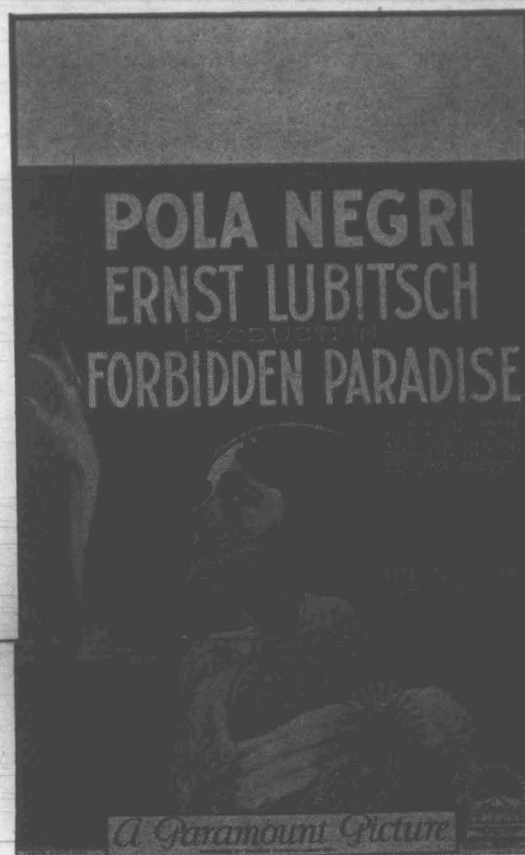
There is a special price of \$5 net on all DeLuxe Trailers to regular subscribers to National Screen Service.

This service on all productions costs \$25 monthly.

Screen Service offices bottom of price list.

WIRE OR WRITE—GIVING

EXACT PLAY DATES.



Window Card



Six Sheet Poster 6A

Put the picture over the top by putting posters over the town. Here are real business-getters!



'Announcement Slide

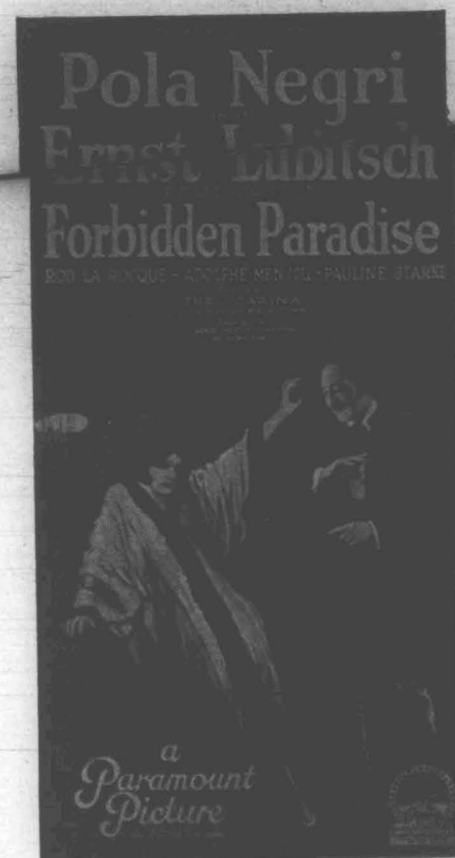


One Sheet Poster 1B



Twenty-four Sheet

24A



Three Sheet Poster 3B

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